

Tellman Knudson's Ultra Marketing Marathon
with Russell Brunson

Tellman: Welcome, everyone, to the call. This is Tellman Knudson and I am very, very excited to be here. We are here with Russell Brunson. Russell is actually a long-time friend. He's a fantastic guy. He's actually been online a little bit longer than I have, I believe. Is it about four years or five years now, Russell?

Russell: About five years now, I guess.

Tellman: Five years, and he's just doing awesome, awesome stuff. I really, really enjoy hanging out with Russell at seminars and hearing him speak all the time, because he's always really pushing the limits of what's possible and what can be done.

I am extremely proud and happy to be presenting to you tonight these concepts that Russell is going to be going over, the concept of Affiliate Evolution. The reason I'm excited about Affiliate Evolution is because when I got started online, I made my first money online by doing one thing, and that one thing was affiliate marketing.

I recommend highly that you follow every single word that you're going to hear from Russell here today. Follow it very, very closely because it's going to blow your mind. With that said, Russell, what is up with Affiliate Evolution? What's going on with this whole thing?

Russell: Tellman, I appreciate you, first off, having me on the webinar. Actually, the title of my thing is Affiliate Evolution. I think the reason why is because when I got started, at a similar time to when you got started, we were doing things one thing, and we were doing things really successfully.

Affiliate marketing and all marketing is changing and evolving over time, and just the people who were keeping up on things and on top of the developments and the changes are the ones who continue to make money. Five years ago when we both got started, there were a lot of people who were around who aren't around anymore.

It's because they weren't evolving, they weren't changing, and they weren't staying up on things. That's the presentation I have today; it's about Affiliate Evolution, and then the subtitle here, as you can see, is 'How to Make Six Figures a Year in Only Seven Minutes a Day.'

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I'm hoping that everyone on the call is really skeptical about that because by the end of the webinar, which should be in about an hour from now, you guys are going to be believers. I'm going to show you exactly how to do that, how I do that, and it's pretty exciting stuff. I don't know, Tellman, do you want me to jump right into it or what's the game plan?

Tellman: I would love for you to jump right into it. That would be absolutely fantastic. What's the basic rundown? Where are you coming from with all this?

Russell: Let me see. I've got my slideshow here. The next PowerPoint here, with affiliate marketing, is kind of an interesting thing. I know that before you even created any of your own product-how long were you doing affiliate marketing for?

Tellman: A year-and-a-half.

Russell: A year-and-a-half. You probably made your first million before you even started having your own product.

Tellman: One-point-five, \$1.5 million before I had my own product. Well, I made one or two attempts at having products and they failed. I couldn't write copy. I couldn't figure out what the market wanted, blah, blah, blah. They sucked and I couldn't get them to sell so I said, "Forget this, I'm going to stick to affiliate marketing until I can get my own products up."

Russell: Awesome. That's exactly what I wanted to talk about. First off, you're talking about trying to create your own products and stuff, and it's not always as easy as it sounds. When you look at it, there are a lot of different parts involved.

The first thing here is you have to have a product. Now this little screen shot here is a picture of one of my products, one of my favorite products that I'm most proud of. It's called How to Make a Potato Gun. For those of you who don't know my background, I've moved and I'm actually living in Boise, Idaho right now.

I moved up here about six years ago on a wrestling scholarship. I met my wife up here and got married, and now I'm kind of grounded in Boise, but I love it up here. The one thing we like to do here in Boise during our free time is we like to make potato guns.

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If you guys have never seen those, they're a bunch of PVC pipe glued together, and it ends up being about six or seven-feet tall. You go and jam a potato in one end of it and then you spray hairspray in the back end of it. You have a little igniter you create.

You push the button and it will shoot a potato about 200 yards. When we first started making these things, it was actually during my first Spring Break up here in Boise. I had just gotten married and one of my buddies had also gotten married. We were on the wrestling team together, and it was Spring Break.

All of the rest of the wrestlers were down partying and having fun. My friend and I were at home because our wives were supporting us at the time. They were working while we were at home. Of course, during our free time we thought, "Let's go make some potato guns."

We went out and spent about a week going to Home Depot and all these different stores and started creating potato guns. Then, obviously, we were trying to figure out how to make them, so we jumped online and started searching around for information, for plans, and all this stuff.

After about a week's worth of time, we'd created our first potato gun. We went out, started shooting it, and had a ton of fun. That was the same time when I starting to study marketing on the Internet. One day I stopped and I said, "I wonder if anyone else is searching for potato guns besides me."

I went out, jumped online, did a keyword search and found out that, at the time, there were about 18,000 searches a month on how to make a potato gun. I thought, "I'm going to make a product." So this is kind of the background on this product.

With a product, that's just kind of the first step. After you have the product, just like you talked about, Tellman, the next thing you need is a sales letter. A sales letter takes a lot of unique skills to be able to actually create one. Basically, after you have your sales letter and your product, you can make money, right?

Not exactly, because then there's another step. You have to have traffic. These guys here are going to represent traffic. You have to have pay-per-click, you have to have press releases, you have articles, you have forums, you have joint ventures.

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You have all these different types of traffic sources that have to come to the sales letter to read the sales letter, and then they're going to buy your product.

Tellman: Makes sense.

Russell: Then you're pretty excited, right? You're getting some money, but there are some other hidden costs you don't really realize when you're running your own business, so that'll cost you. You've got your customer support costs, you've got employees, you've got refunds, you've got credit-card fees.

You have fulfillment. You have all these different costs. After all that's said and done, then you get to go and you get to cash the check. That's the exciting part, right? Cashing the check.

Tellman: It is.

Russell: Okay, what we're going to be talking about today, like I said, is the evolution of affiliate marketing. Now affiliate marketing is a couple of things. The first thing with affiliate marketing is you become an affiliate for someone else's products; so first off, you don't have to create a product. The product slides out of that presentation.

Because the product's already done, that person has also taken care of the sales letter. It's done. The next nice part is even after the sales letter's done, that takes care of the next part, the customer support, employees, refunds, credit-card fees and fulfillment.

All of those things are done. The actual person who owns the product is responsible for all those things, so you don't have to do anything. All you have to do is you drive traffic and you cash checks. One of the things I'm going to talk about today is how to even go the next step past that to the point where you're not even driving traffic.

You have someone else doing your pay-per-click, your search engines, and your joint ventures. All this stuff is gone, so that your job as an affiliate in the Affiliate Evolution system is to cash checks. That's it, plain and simple. That's your job, to cash checks.

If you guys can handle that, then you're qualified to go through the Affiliate Evolution system I'm going to put you through

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tonight. Next thing: there are a couple of myths to affiliate marketing. The very first myth is that you have to be really, really smart.

Now Tellman knows me pretty well, and he probably knows that I'm not the smartest guy on the block. This is how I got into college. I actually started applying to colleges out of high school. It's funny, I applied at a college called Brigham Young University; you guys have probably heard of it.

I applied to it, and about a week later I got a letter back from BYU and they said, "Sorry, basically, you're not smart enough to come to college here." Darn it! What happened is that the next weekend I went out to the national wrestling tournament, and I ended up taking second place in the country.

I got All-American honors, and a week later I got a letter back from BYU saying, "After reviewing your application, we decided to allow you in," because the wrestling coach, basically, wanted me there. I wasn't the smartest kid in the world, but wrestling gave me the ability to get into college and to start learning.

After BYU—they actually dropped their wrestling team—I moved up here to Boise State to wrestle up here. After four years of hard study and effort, there I am, graduating. I graduated with a whopping 2.1 GPA. As an affiliate marketer, I've made millions of dollars, as I know you have. I'm not the brightest kid in the world, so you don't have to be that smart to be an affiliate marketer.

Tellman: Hey, man. At least you graduated. I didn't even finish college.

Russell: I was lucky. I finished it just because wrestling ended just about a month before graduation, and I had to keep my grades up to wrestle, to keep going. Again, the myth is that you have to be smart. The truth, the actual fact, is these three things. If you have a pad of paper and a pencil, write these down.

As an affiliate, you need three things. The first thing is you need to get specialized knowledge—I've got my PC jumping up; sorry about that—and the second thing is you need to create a system. The third thing is you need to take action. That's all you have to do as the entrepreneur.

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You need to get specialized knowledge. Right now you're on this webinar, you're getting specialized knowledge, and you're learning how to be an affiliate. That's the first thing. The next thing is you need to create a system. After this webinar is over, you're going to sit down and you're going to map out a system of what you're going to do, and then you take action.

That's what you need to do as an entrepreneur. You don't have to be smart; you just need those three things. Get specialized knowledge, create a system, and take action. Affiliate myth number two: it takes time to make money. Again, this is true when you're creating your own product.

It takes time to create a product, it takes time to write a sales letter, it takes time to get support, it takes time to do all those other things. As an affiliate marketer, it does not take time. As an affiliate marketer, you can go out there and you find a product that's done.

You can be an affiliate for huge companies like Wal-Mart, 1-800-Contacts. You can be affiliates for companies like mine or like Tellman's, and there are products to sell. All these things are done. All you do is you sign up as an affiliate and you can start making money today.

It doesn't take time to make money. What it does take is three things: you need to get specialized knowledge, you need to create a system, and you need to take action, okay? Does that sound familiar?

Tellman: It does.

Russell: That's important; write down those three things again. Affiliate myth number three: you have to work very, very hard. This is something that's really important, in fact, especially now. There's a book that just came out called *The 4-Hour Workweek*. I don't know if you have seen that. It talks about outsourcing and things like that, and this is kind of along the same lines as that.

In the March issue of *Millionaire Blueprints Magazine*—I don't know if you can see the picture there on your screen—there's a picture of a bald guy from Boise, Idaho named Russell Brunson. In March, I was actually featured on the cover of this magazine. There was a seven- or eight-page layout about me and about my company.

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It was interesting, after all the different, cool things we've done as a company, the one thing the article focused on almost 100% was our outsourcing and how, when I was in college, I was able to find other people to do all this work for me, and after college, I was able to hire more and more people.

It talks a lot about outsourcing. This is the key. I don't go and do all these things on my own. I don't go and drive traffic on my own. Again, like we talked about, I create a system and then I bring people in to do those things for me.

I'm going to tell you guys one of my secret resources that we often work with—and if you're taking notes, again, this is a very powerful one. This is a picture of a website here, and it's a company called www.AgentsOfValue.com. This is a company we work with really, really closely in the Philippines.

If you guys have heard me talk about them before, for the last two or three months they've sold out all of their employees. Now they've got a whole bunch of new people that they're bringing in right now, so now's a good time to go back over to them. What Agents of Value is, is a company in the Philippines that has workers who will work on traffic-generating things for you.

What does it cost? It costs between \$500 and \$700 depending on who you're hiring to work for you full-time, 40 hours a week, and they have project managers who watch over them. Basically, for about \$500 a month you get a full-time employee. It ends up being about \$2.00 or \$3.00 an hour to have someone working full-time on your stuff. It's very, very powerful.

We have a whole bunch of people from this company who work for us who do link exchanges and drive traffic. I'm going to talk more about that later on the webinar. Again, you don't have to be doing the work stuff that's hard. All you do as an entrepreneur, again, are three things. You get your specialized knowledge—you learn the stuff—you create a system, and then you take action.

If I create a system and I give it to these guys at Agents of Value, they do the system over and over and over again, driving traffic to my sites and making me money. I'm the entrepreneur. I don't have to go and do the work. I just have to learn it, create the system, and then get other people to do it. Again, you do not have to work hard.

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The next thing, and this is truth, one more time, and hopefully I've pounded this into your minds—they say that repetition is the mother of learning. There are three things you need to do as the entrepreneur. You need to get specialized knowledge, create a system, and take action. That's it, okay?

Tellman: There it is.

Russell: Now I'm going to talk about, really quickly, some of the benefits of affiliate marketing so you guys can see the fruits of what we're talking about. The very first benefit is time with your family. At least for me, that's the number-one benefit. I just came home.

I'm actually doing this webinar from my home instead of my office. I came home for about an hour and got to play with my twin boys. I had time to play with them and have dinner with my wife. They're upstairs; they're now playing. So for me, this is a big part of it, the time I get to have with my family.

Here's a picture of my wife and I with our boys. These are our twin boys. In the front is Dallin and in the back is Bowen. This is at Lake Powell last summer right after they were born. We're ready to go out and go jet skiing and waterskiing. We had a ton of fun. We went cliff jumping.

Anyway, for those who don't know me very well, my wife and I are actually pregnant again right now—well, my wife is; not me!—and she will be having our third baby here in about four weeks, so we're going to have three kids under the age of 18 months old, if you can imagine that!

For me, time with family is huge. Here is another picture of my family. This is my brother and I. We go to Bear Lake a couple times every year, and we have this game, if you see the picture, where we have two tubes out there and we try to jump back and forth and knock each other off the tubes. It's a ton of fun, so that's one of our fun things we do.

Here's a picture of me cliff jumping at Lake Powell, so this is the kind of stuff we do with our time. We spend time with our family, go swimming, waterskiing, cliff jumping. That's what's really appealing to me. Benefit number two is, no employees.

Really quickly, I want to show you, here's my staff. I built up a company besides affiliate marketing. We have our own products and services. Here is my staff. We've got a whole bunch of

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people. Last year, I want to show you how much I paid these guys to keep our company running; \$500,000 in payroll last year.

The benefit as an affiliate marketer is you don't have to deal with any of this, okay? You'd have saved a half-million dollars in payroll over what I paid because you're being smart and doing it as an affiliate marketer. You don't have to worry about employees. That's very powerful.

The third benefit is some of the fringe benefits you get.

Every company is different. I've won all sorts of cool things in affiliate contests. I've won video-arcade machines. I just won this from Dan Kennedy's company. They're flying my wife and me for an all-expense-paid trip to Atlantis or something; somewhere in March we're going out because we're such a good affiliate.

I know some affiliate programs give out cars, give out TVs and all sorts of stuff. Tellman, I know you've won quite a few affiliate contests. What are some of the cool things you've won?

Tellman: I've gotten all sorts of stuff. Most recently, and this was a prize that was actually custom-created just for me, I got, basically, a year's supply of Boneless Buffalo Wing makings from [Mytel] Marketing. Those guys sent me two giant, gallon-sized jugs of Suicidal Recipe Buffalo Wing Sauce.

They sent me giant bags of basil, granulated garlic, and all this stuff, not to mention a trip to New Zealand. I spent the day with Mark Joyner while I was there as a result of that particular competition. That wasn't so bad.

Russell: That's awesome. Yes, being an affiliate can be huge. I know companies like Yahoo and stuff that give out cars to some of their affiliates. It's crazy what you can do. If you learn how to be a good affiliate, people will wine and dine you.

We actually have a couple of companies in Utah right now who are fighting over us for some of our leads we're generating, and stuff like that. They're taking us out to these cabins and spending a lot of money trying to get our leads, so when you become a good affiliate, it's nice. People will pay for anything for you.

Tellman: For good reason, too, though. If you become a good affiliate, you're one of the top sales people for whatever company, or usually for multiple companies, you decide to work with and to promote. It's just a very, very cool place to be.

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Russell: What's interesting, too, is I've seen a lot of times that good affiliates will go to a company, they'll make a whole bunch of sales for these guys for a couple of months, and come back and say, "Hey, I need a raise. I need a higher commission level because I'm driving all this traffic."

The person has to give it to you, especially if they know you're going to turn it off if they say no, so it gives you a lot of power. There are some of the fringe benefits there that are available through being a great affiliate. The last thing is joint venture partners.

This is a big key, and this is something I learned—I learned a lot of it from you, Tellman—but a lot of people say, "I don't want to be an affiliate because I want people to promote my products." Now that's all fine and dandy. In fact, I have all my own products.

I get people to promote mine also, but one thing I've found is when I help other people promote their products, it's a lot easier to get them to help promote me.

Tellman: A lot easier!

Russell: Here are a couple of pictures of people who have promoted me in the last month because I promoted them. Let me show you a couple. You might know Yanik, Keith, Mark, Alex. Are these pictures showing up on the screen?

Tellman: Yes, they're right here. Do you know what? This is a really important point. Can we make a point about this right now, Russell?

Russell: Definitely.

Tellman: I asked Russell if he would be involved with the Ultra Marketing Marathon, and he said yes. Now I've promoted several of Russell's things, and he said yes to being involved with this project. Guess what? Russell went out and promoted this and made a ton of sales for the series that you're listening to right now.

It really goes both ways. It's about working with people long-term and really building some great relationships up in the process.

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Russell: It's interesting, a lot of people say, "Russell, how do I get you to promote a product?" I say, "If I have never sent any money in an affiliate commission check, I'm not going to; not because I don't want to, but I can't spend time with you." People who get hold of me and are able to talk to me directly are the people who sell our products.

Because I sign every affiliate commission check, I know how much money people are making for me. When someone calls and they say, "Russell, so-and-so wants to talk to you," if I've never heard of you, I'm not going to answer. But if I just say, "I cut a guy a check last week for \$5,000," I'm going to pick up the phone and talk to him.

Tellman: Bingo.

Russell: So it's a powerful way to create joint ventures by becoming a great affiliate. There are more pictures on here; I thought we were done.

Tellman: There's Shawn Casey, and there's Tellman!

Russell: Here are a couple just to show you that I know what I'm talking about and I'm not full of anything. These are two testimonials from two guys who I've helped promote in the past. The first one's from Mike Filsaime; you might have heard of him.

He said, "Russell was a featured speaker at my sold-out event in Phoenix. We needed all the speakers to help fill the seats. He was competing against marketers with much larger lists, yet the offer he put together made people seek him out and buy from his affiliate link. He filled more seats at the event than anyone else."

Then Jeremy Burns and I go way back. He said, "I received a phone call and emails from other affiliates wondering why they weren't making any sales. It turned out everyone was buying from Russell." That's kind of a funny story. It was a big contest, and we all promoted. It was going crazy for me. We were making so many sales.

He called me, all upset, and he said, "I keep getting all these people calling me and emailing me asking me if my conversion's broken, but you're making a ton of sales. What's the difference?" I said, "I just know what I'm doing!" If you do it right, people will come and buy from you; they'll seek you out versus other people, so that's a big key here.

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Let's move on to the Affiliate Evolution system. This is a big key. The first is the affiliate list-building system. I know Tellman—and I'm grateful for this—does such a great training and so much teaching on building a list, but I just want to show my take on how we build our list and how we communicate with our list.

What most people get wrong is they don't focus on the list, especially a lot of these guys who are really good at other forms of traffic generation, like pay-per-click guys or search-engine guys or different guys like this who are really good. They don't focus on list building.

What happens is they'll make a whole bunch of money and then Google will change their AdWords, or something changes, and their entire business dies overnight. One thing we focus on is all of our traffic is focused on one thing. It's always focused on one widget, and I'm going to talk about that in a minute.

It's all focused on one thing, which is building two lists: an online list and an offline list. I'm going to talk about that here in a second, but this is the key that most people get wrong is they don't focus on building a list. That's what all your traffic needs to be focused on is list building.

The next key is you need to have multiple streams of diversified traffic. What I mean by that is that you don't want to put all your eggs in one basket. You don't want to say, "I'm a pay-per-click guy," "I'm a search-engine guy," "I'm a whatever-guy," because when things change, you can lose your business.

I know a lot of my really close friends who were making a lot of money who lost their businesses overnight because they weren't diversified. So it's very important to be diversified. Do all sorts of things. Do joint ventures. Do pay-per-click. Do articles. Do search-engine stuff. Do a lot of different things because if you're not diversified, you can get in big trouble.

The next thing is you need to have a widget. A widget is something that your advertising is focused on. My widget in my company is a DVD. You guys might have seen this before. It's a DVD called "How I Turned \$20 And A Simple Idea Into A Million Dollar A Year Business."

That's my widget. It's a free DVD we give away for people. We just charge shipping and handling. If you want to see what it

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looks like, go to www.DotComSecretsDVD.com. If you go there you'll see this is where we drive all of our traffic because we're giving away this DVD.

All of our pay-per-click ads say, "Free DVD." All of our banner ads say, "Free DVD." All of our articles say, "For this free DVD, go here." All of our traffic we're generating is always focused back on this one widget, on our DVD. That's very important. One of the big problems a lot of people have is they have five or six products.

They try to drive traffic to all six or seven of these products from all these different traffic sources. The problem with that is—well, there are a lot of problems, but the biggest problem is that most people, their advertising dollars get shot because they're driving traffic this place, this place, and this place.

We focus it all on this one spot. At this one spot, a couple of things are happening. The first thing is just a basic squeeze page where they fill out their name and email address. Now we've gotten their name and email address. I think I talk about this here in this spot; let me make sure. Yes, so they fill out the squeeze page.

On the next page, they see a mini-sales letter for the DVD, okay? What we're doing here is I'm qualifying my list. All my traffic is coming to one spot, to my squeeze page. At this point, I'm getting a certain percentage of them who are qualified, saying, "Yes, I'm willing to give you my name and email address in exchange for your information."

That's my email list, and that's a pretty good list if they're willing to give me their name and email address in exchange for information.

Tellman: It's a fantastic list.

Russell: Yes, exactly. Now, of those people, I want to find out who are the buyers on the list immediately. I don't want to wait a month or two months. I want to find out right now who are buyers, so immediately after they fill out my squeeze page, the next page takes them to a short page that's for our DVD.

It says, "Here's some information about our DVD. We'll ship it out to you for free. All you need to do is pull a credit card out of your wallet and pay for the shipping and handling." What

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I'm doing now is I'm qualifying my buyers out of my traffic and creating an offline list.

These people pull out a credit card, they give me their shipping address, and then I ship them this DVD. Now I have two lists. I have an online list and I have an offline buyer list. My best customers I have on an offline one, and the other ones I have online. Now you have two lists. This is key because now these lists are what I use to market all my other products.

I market those through email, I market those through the back end, but all the rest of the traffic is being driven to the initial squeeze page and to our building two lists—an online list and an offline list—and qualifying my buyers. The next thing that we do, and I know that Tellman's been studying our little system and calling my office begging for more information about this, is a thing that's been huge for our company.

What we do with our DVD is we give away a free DVD, and we started a continuity program, and basically continuity means a monthly program where someone pays for it monthly. What we do is you get the DVD for free, and then you also get 30 days on our print newsletter.

Our print newsletter is a nice 44-page color magazine. It looks almost like a magazine with no ads. There is, maybe, one ad in there, I think, for one of our products. It's a nice, 44-page magazine with a DVD in there. It's the DVD and our journal every single month.

They get the first month for free. After the 30 days we start billing them \$39.97 a month, and they start going through there. A continuity program is huge. Let me show you a couple of cool stats. This is actually a couple of weeks old. We're now at well over 3,300 subscribers, but we used these numbers just for example.

About a month ago, we had 3,280 subscribers who we had added to our continuity program using this exact same system. All we do is give away a free DVD, and they get added to our continuity program. We had 3,280 active subscribers in our continuity program.

Each of these people are paying \$39.97 a month. If you guys are like me and you're doing the math really quickly in your head, that's \$131,101.60 a month from our continuity program, from giving away a free DVD. That seems kind of cool, but times that

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over a year, and it gives you \$1.5 million a year from giving away free DVDs, okay?

How easy is that? We're qualifying buyers, we're creating lists, and we're giving away great content for \$1.5 million a year. That seems pretty cool. What else is exciting, though, is this. I was talking with my affiliate manager, actually, today about this because he has a goal to give away 100 DVDs a week.

We have different channels in our company; he's the affiliate channel. His goal is to give away 100 DVDs a week, and this is what it equals. You have 100 DVDs. Times that by \$39.97; it equals about \$4,000 a month. Times that by 12 and I believe it equals about \$48,000 a year.

Every 100 DVDs he gives away, I get a \$50,000 a year raise, and we're giving away a couple hundred a week. So if you can do the math behind that, how many of you guys think you could give away 100 DVDs a month? If you could, that's a \$50,000 a year raise.

Every 100 DVDs you give away, you're building it up, building it up, building it up. Hopefully, you guys see the power behind this system. Again, you have multiple streams of traffic, you're driving them all to a squeeze page. After the squeeze page, you qualify them as buyers by giving them a free-DVD offer.

You're putting them onto a continuity program, and you're making good residuals. Actually, you're building a list and all these types of things, but the real power of this—and this is something a lot of people don't understand, they don't get—isn't the fact that I'm making \$131,000 a month on this list.

The power is the fact that every single month, I am able to ship a magazine and a DVD to my best customers, and the mailman hand-delivers it. In these magazines—not every month, but quite often—I will include a sales letter for another product, for a seminar, for a workshop or whatever it is.

The postman is hand-delivering my sales message to my best subscribers. That's pretty powerful. If you could take your best 3,280 customers and send them a sales letter for free every single month, how much would that be worth? I can tell you it's worth, usually, a lot more than \$131,000 we're getting from the actual subscription.

That's the power of this. This is pretty powerful stuff. The next thing I want to talk about is called Personality-Based

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Marketing. This is something that a lot of people don't understand. A lot of people say, "I'm building a list, I'm building a list," and then they build a list and they can't make any money with it.

I know people with lists of 200, 300, 400,000 people, and they can barely make any money with it. Look at people who are doing things right. Look at Tellman. Tellman's a perfect example of this. All of you guys are obviously on his list and you see what he's doing.

He's probably one of the people who really do this in this market better than most people. This is Personality-Based Marketing. When I was getting started, I kept looking at all these people, watching all the marketers, and kind of observing who was doing it right and who was doing it wrong.

It was always kind of interesting to me when I'd see two guys who had products that were similar. One guy's product would be way better, but the other guy's product would make way more money. I could never figure out what it was or why this other guy could make so much more money.

I always thought about that. After a while, I thought it was that that guy has more charisma, he's more exciting, he's more energetic. People just seem to bond to him. I left it at that. What happened is about a year-and-a-half ago, I went up to a Yanik Silver seminar.

I had a chance to hear a guy named John Alanis speak. John is a great speaker, a great marketer. He, interestingly enough, sells a product on teaching men how to make themselves so women will come and ask them out, how to get women to be attracted to you. He started talking about the laws of attraction.

He had this big, huge presentation about the attractive character, and he said the laws of attraction are the same in dating as they are in marketing. He teaches his guys this stuff, that marketing is the same. He says that you need to create some kind of attractive character who people are going to be bound to.

We started talking about that and it clicked in my head. I said, "That's it. That's the difference between Tellman and some guy you've never heard of before. That's the difference between Armand Morin, or these guys who are making a ton of money, and those who aren't. It's that they have this thing about them.

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They're using Personality-Based Marketing. I want to show you guys a couple of examples of companies that you've probably heard of that use this really, really well. Really quickly, again, the power is not in how big your list is, but how you communicate with it. Here are some examples of attractive characters.

I didn't list them out here. I'll just tell you a couple that come off the top of my head. The first one I can think of who you guys probably all know really well is Donald Trump. Donald Trump is a real-estate guy, but he's making money in a whole bunch of other ways.

He kind of personifies the whole attractive character. He puts himself out there, aspects of his life. Some people love him and some people hate him, but it doesn't matter. People are always talking about him and people are buying from him.

People are attracted to that. Look at guys like Howard Stern. Howard Stern, in my opinion, is one of the raunchiest people in the world, but he's making so much money. Sirius Satellite Radio signed a \$30-million-dollar-a-year contract with him for, basically, an online radio membership site because people want to listen to this guy.

It's interesting; they did studies about people who listen to him, people who like him, and people who hate him. The stats were that people who liked him would listen to him for an hour at a time. People who hate him listen for three hours at a time. They asked, "What's the reason you guys listen to him?" Both of them said, "We want to find out what he's going to say next."

Tellman: Bingo.

Russell: That's a key, so people are attracted to this guy who keeps putting out his personality. Another great example who you guys should be familiar with is Dave Thomas, the founder of Wendy's. This is a really interesting example. He used to hate being in TV commercials.

Every time they put him out in front of the camera he would stutter, he would mess up, and it would take him three or four days to shoot a 10-second TV commercial. He hated being in them, so sometimes they would take him out of the commercials. When they took him out, the sales would tank.

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They put him back in the commercials and sales would pick back up, and so they kept putting him in these commercials to keep the sales going. The reason why is because Dave Thomas was an attractive character who people bonded to. You're driving down the road and you see Ronald McDonald on one side and you see Dave Thomas on the other side.

Who are you going to go drive to? You're going to go to Dave because you trust him, right? That's another good example of an attractive character. Now there are a lot of different elements that are important in your attractive character.

Look at Howard Stern; he's very controversial. A lot of people say, "I don't want to offend anybody." Okay, if you don't want to offend anybody, you're going to be boring and no one's going to listen to you. Tellman, do you ever worry about offending people?

Tellman: I've given it some thought. When I give it a lot of thought, I make less money. On the other hand, let me just drop one secret, all right? If you put out a subject line that's blatantly, not only offensive, but demeaning in any way, shape or form, people will just read the subject line and unsubscribe.

That's not going to help, but you can be excessive and over-the-top in some way. Maybe you're a super right-wing, hardcore Republican. Maybe you're a way left-wing ultra-Liberal. Maybe you're a punk rocker and maybe you're a skinhead.

I don't know what you are, but the more you can be of you, the more you'll attract people who are like you, and they will follow every email you ever send because you are like them.

Russell: Exactly. This stuff is very important in any type of sales, but especially when you're communicating with your list, have that attractive character come out. Really quickly, I want to backtrack and let you guys kind of peek behind the scenes of what I'm doing right now when I'm talking to you guys.

I'm going to be really transparent here. When I first got started with this webinar, I started telling you about a couple of things, right? I told you, first off, about the potato-gun story. What that does is it makes you guys realize that I'm a simple guy just like you guys.

It gives you something to bond with, kind of a funny story you're going to remember. Every time you're going to think of

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Russell Brunson in the future, you're going to think of potato guns.

Tellman: Potato guns.

Russell: I'm from Boise, Idaho and you're not going to forget that, right? So that's key. Then I told you guys a little about my wife, about my twin boys, how I have a family, so people who have families, have kids, now are going to bond to me.

Now when my boys were born, I made a conscious decision. I thought, "Should I share this with people on my list or should I keep it a secret?" Initially, I wasn't going to tell anybody. I thought that this was a private part of my life I didn't want to share.

Then I started thinking that there's a huge group of people right now who I am not touching because they don't know me. They look at me as this punk kid who shoots potatoes.

Tellman: Just got out of college, blah, blah, blah.

Russell: Yes. When I come back as a family man—I've got a family, I've got a wife, I've got kids—then there is a whole new demographic of people who now are attracted to me because I can share those parts of my life. It's like I consciously decided that, yes, I'm going to share this part of my life with people.

I don't share everything with people. I don't do that, but there are things that I've taken, I choose, and I share with people to help people bond back to me, okay? So it's very important. In your business, when you're communicating with your list, you need to find the things that are attractive about yourself and share those.

We had some guy come to one of our workshops we do here in Boise, a really smart kid, a really good marketer. He has a master's degree in marketing from a really good university and a bunch of other stuff. His problem was he kept struggling to sell his product, over and over again. He never sells products.

He kept saying, "Russell, why don't people buy from me?" I said, "I'm subscribed to your list, and I want to tell you first off, your emails bore me. I don't even want to read them. They're not exciting." We sat there literally for an hour. I said, "What are some things about your life that are exciting?" He said, "Well..." and he couldn't think of anything.

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I said, "What is something you accomplished in your life? What's something fun?" We sat there for almost an hour and we couldn't think of anything. Then at about the 50-minute mark, he said, "I'm depressed, Russell. I don't know what to do." I said, "I don't know what you should do either. You need to have something exciting in your life for people to talk about."

If you can't think of something, no one else is going to want to hear from you." Finally, when we were about to leave the meeting I was having with him, he said something about how his wife was from China. I said, "Wait, wait. What? You're wife is from China?"

He said, "Yes, I spent two years over there. I speak Chinese fluently. My wife's Chinese. My kids are obviously part-Chinese." I said, "Wait, wait. Sit back down. Sit back down. Okay, you mean we were sitting there for an hour talking about this attractive character and you couldn't think of one thing, and you didn't tell me this? This is huge!"

I said, "From now on, from this point on, in all your emails, you are not allowed to say, 'Hi, Russell.' You have to say 'Konichiwa, Russell,' or whatever. Speak Chinese. You need to use Chinese phrases. Your subject matter should have some kind of Chinese theme there, and then you should create products that are around that."

There are so many products; there are so many people who are interested in outsourcing to China and all these different things like that. Create products around that, how you lived in China and you had these underground sources. Build a character; build yourself around that because that's something that's going to be memorable and that people are going to be drawn to.

Again, think about things in your life that are attractive, that are exciting, and that's what you're using to communicate. You need to use Personality-Based Marketing. Create your attractive character and put it out there. When Tellman got started, he went from nothing to over \$1 million in, I don't know, it was so fast it blew me away.

You did it because of your personality. I believe that 100%. People were attracted to you. I was attracted to your energy, your enthusiasm.

Tellman: There's no question. There's no question.

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Russell: Again, what aspects of your life can you bring out for your personal attractive character? So you've been building this list, right? You've been communicating with your attractive character. Now what do you do with this list?

I want to talk to you about one of the things we started doing a little while ago, and it's working awesomely. I call it my 'list to blog' effect. What I do is I write really short emails. Initially, I wrote really long emails. The problem with that is they never got through the spam filters, and I had all sorts of problems.

One thing I found is that when I send an email to somebody, they may get the email. I might send it out to 80,000 people, but only one person got that email, and he looked at it and he read it, and for him it was very single. Just he got that email.

He looked at it, he read it, and he either deleted it or he acted upon it. I changed the format. What I did first is I started changing it to really short emails. I look at these emails kind of like a postcard where I send you just enough information to get you to go somewhere.

I give you a little information that says, "Click here for more information." What they do in the email is they click on the link in the email, and it usually takes them back to my blog. In my blog is where I write full explanations. I might have pictures in there and some information.

I make it really exciting, and, again, I use my personality as much as I can. I always share stories about things that are happening, or pictures. I drive them to my blog. On the blog, there are a couple of things that are important. If you're writing notes, again, here are the Three Cs: community, commitment, and content.

The first thing is community. What happens is that all of a sudden, all of these people read this short email. They click on the link to go back to my blog and they read the rest of the story. Underneath there, they're able to add their comment. What happens is they come there and they comment; someone else comments.

Soon there are 10, 20, 30 people commenting on this blog post. The next guy comes and looks in there, and all he sees is that 30 other people commented. Now it's not just singular him. Now

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he says, "Look, there are all these other people here who are interested also, who are also listening to this guy, who are commenting, who are part of it."

Suddenly, it gives you more power because now there is a community behind it, there's social proof. It's not just them. It's them and this whole other group of people. They're more likely to buy and to take action when they see that it's not just them.

The next thing is commitment. You're teaching your subscribers to make commitments, small commitments. Now I went on a two-year mission for my church, and one thing we would do when we were teaching people, going door-to-door knocking, is we tried to get people to keep little commitments.

If I could get you to keep a little commitment, I could get you to keep a bigger commitment, so I might set up an appointment with you. If I come back to that appointment the next day and you're there, you just kept a commitment. You're more likely to keep commitments in the future. The next thing is we say, "Read these verses," and we'll come back the next day.

When we'd come back the next day, if they kept those commitments, then we'd go on to a bigger commitment and a bigger commitment until we went to the biggest commitments we were looking for. The same thing works with buyers. You want to give people little commitments that lead to bigger commitments. The first commitment I train you do is open my email.

When an email comes from Tellman or an email comes from Russell, I want you to open it. I want you to learn how to open an email from me. The next thing I want to teach you is I want to commit you to click on the link in my email. Then I'm going to teach you how to post to my blog. I'm teaching you to take action. I'm teaching you to take actions on things that I do.

Eventually, when I ask you to purchase something, you have been trained to take action. This is very important. I'm teaching commitment. That's the next step. The third C is called content. Now I'm going to talk a little bit about search engines here in a minute. There's a concept called Latent Semantic Index, LSI.

Those are a whole bunch of big words and I don't know what any of them mean, but this is basically the concept. When Tellman goes and he starts talking about Internet marketing, he's going to use words that he's used to using. He's going to use 'pay-

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per-click,' 'AdSense,' and all these words that Tellman as a marketer is used to using in his everyday language.

When some guy comes off the street and he wants to make money online, he's not typing in 'pay-per-click' or 'AdSense.' He's typing in 'make money at home' or 'learn how to get more money.' Those are the words that an actual searcher is looking for. What this content does is, when you post on the blog, you're using the words that you're used to using in your market.

If you're in a fitness market or whatever market you're in, you're using words you're used to. When your subscribers come, they post comments, and they start using actual words that your customers actually use, what this does is it adds these keywords on that blog-post page, which is going to help you a ton in the search engines.

I don't have time to explain the whole thing, but when more and more people are commenting on your blog it helps you in the search engines tremendously. Those are very important, those Three Cs: community, commitment and content. Now to drive people to the blog, one of the most powerful things we've been doing lately that works really well, and this kind of goes into the whole *Making Six Figures a Year in Seven Minutes a Day*, is when you turn your blog into a product-review blog.

This is powerful. Let me see what I have here. There are a couple of things. First off, you're getting paid for your opinion. You're reviewing someone's product, and you're getting paid for your opinion. For example, on my blog one day, I reviewed Mike Filsaime's Viral Friend Generator.

What I did is, I picked a couple of keywords. The two keywords I'm focusing on are, first off, product name and then I'm taking also the benefits. The product name on his is Viral Friend Generator, and then the keywords 'get free traffic.'

Those are the two keywords I'm focusing on for this blog post. I'm going to show how this works with the search engines really quickly, but you're picking the two names and that's your blog post. Then you show a picture of something.

You review it, and then I'm going to send a short email to my list talking about it, sending them to the blog, having them comment on it, and the whole cycle begins. Here are a couple of things; after I make this blog post, this blog post is going to stay online forever. I used to send emails out to my list.

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Someone would click on it and they'd buy. You'd make sales really quickly for maybe a week after you sent the email, and then the sales would just completely stop. When I post this to my blog, I start getting traffic, and sales continually over a long period of time. I might spend a couple minutes a day writing a quick product review.

I post it up there and send an email out to my list sending them back to the blog. They read the review, I start getting sales, and the cycle begins. Product review blogs are really important. Again, the next thing is this; after you've got your product review on there, you want to get listed in the search engines for those keywords.

For the product name and for the benefit, I want those keywords for me to be searched. If someone types in 'Viral Friend Generator,' I want that to show up in the search engine. I'm going to show you exactly how to find out how to get your keywords searched in the top of the search engines. It's very, very simple.

A lot of people think it's very complicated. It's very easy. Let me show you the steps. Step one is you go to a site called www.SEOBook.com. Here's a picture of it. There's a tool on there called the Keyword Research Tool. Click on the Tool section, scroll down to Keyword Research Tool, click on that, and then you type in the keyword.

Right here on this screen shot, I typed in 'Internet Marketing' just as a case study. It's going to show me each month how many people searched for 'Internet marketing.' On all the search engines, there were 401,000 people who searched for the keyword 'Internet marketing': 229,000 on Google, 114,000 on Yahoo, and 57,000 on MSN.

This shows me all the keywords, so when I'm doing my blog posts, if I know I want to go after 'Internet marketing,' 'marketing online,' 'search engine marketing,' and all these different keywords, I'm going to use those in the blog title. That's a key to this thing. I want that in the blog title.

Again, remember those numbers. For 'Internet marketing,' we have 401,000 searches a month. The next thing is, I need to find out is how hard that keyword is going to be to win. I want to be on page one for that, so is it going to be hard for me to actually win that? The second step is you go to www.SEOMoz.org.

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There is a tool there called the Keyword Difficulty Tool, and you plug in the keyword. I plugged in 'Internet marketing,' it does a bunch of tests, it runs for about 20 minutes, and it pops out a difficulty score. For the 'Internet marketing' keyword, if you look here, it says 86 percentile.

Now 86 percentile is pretty difficult. That's a hard keyword. You probably don't want to go after that one. You want to go after words that are in the 30s and 40s range. Those are the ones that you can get really easily just by posting to your blog and doing a couple little things. You want to find out how difficult that word will be to win.

Again, 'Internet marketing' is a very difficult word, very competitive; 86 is hugely competitive. You type it in there, and you find out how hard it is going to be for me to win. The next thing is, after you know what the keyword is that you want to go after, your goal is to get as many links as humanly possible pointing back to your site. Let me show you how this works.

If I was going for the keyword 'Internet marketing,' see how here on this page it looks like a blue, underlined link? When someone sees a blue, underlined link, they want to click on it, right? The search engines see that as it's pointing back to a website, so I want to get as many blue, underlined links that say the word 'Internet marketing' pointing back to my actual website as I can.

Again, if I'm going for 'Internet marketing,' if I'm going to get Internet marketing, I'm going to submit articles, I'm going to do directory submissions, I'm going to do forums, I'm going to do blogs. I'm going to do all this stuff to try to get this link on as many sites as possible pointing back to my site.

The way that the search engines work is basically like a big, huge popularity contest. The more people who have my keywords in there pointing back to my site, the more popular I am. The more popular I am, the higher they're going to list me for the keywords, and that's what's going to happen. Pretty cool. That's the key.

I want to show you that if you do a little bit of work, like me, check out this screen shot here. If you look on Google for the word 'Internet marketing,'—and this is a couple of days ago—one, two, three, four, I was number four on Google for the keyword 'Internet marketing.'

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In fact, www.DotComSecrets.com is me. I might jump on the Internet live really quickly and just see where I am right now so you guys can see that this isn't like some made up thing where I last for like two seconds, and then it kicked me off. Screen shot, I typed in Internet marketing. Can you guys see that? Hopefully, I'm still on here. I'm number one, two, three, four, five right now. Not too bad.

Tellman: Wow, that's hot, Russell. I'm going to have to beat you.

Russell: Good luck!

Tellman: That's serious business right there.

Russell: Really quickly, I want to know, do you do much pay-per-click, Tellman?

Tellman: I don't right now. I go through surges of pay-per-click. I use pay-per-click a lot for testing.

Russell: Okay. What would be your guess for just the keyword 'Internet marketing' if you were to do a pay-per-click campaign? How much do you think per click it would cost you for the keyword 'Internet marketing'?

Tellman: It's a good question. I've actually stayed away from the term 'Internet marketing' because I figured it was too competitive. I would bet \$11.

Russell: Yes, I'm not sure of exact numbers either because I don't bid on it, because I was able to get it for free, but it's not cheap. For example, let's make it watered down; let's say it's \$1.00 a click. We're showing 400,000 searches a month? You can be broke really, really quickly. If it goes up to \$10 or \$11, like you were saying, that's expensive.

Tellman: Yes, unless you have stuff that just converts through the roof, which is so rare.

Russell: Yes, so that's powerful. Really quickly, how much do you think it costs me and how long do you think it took me to get on page one here on Google for 'Internet marketing'? What's your guess?

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Tellman: From my experience, if you did it faster than six months, I'd say, "Hats off!"

Russell: Let me tell you this. You're going to be blown away. It took me \$1,500 and three months to get on page one in Google.

Tellman: Wow!

Russell: Fifteen-hundred dollars in three months, and now that's free. Every click I get on there is free. It doesn't cost me a penny. Of course, on the right-hand side of the page, it's costing me \$11 a click, but on the left-hand side, it's free.

It cost me \$1,500 and three months. Now let me explain to you how. Do you remember at the first of the presentation I gave you three magic keywords? Do you remember the magic keywords?

Tellman: Do I remember them? There was 'take action.' That was the last one. I'm good at that part.

Russell: The three things were this: get specialized knowledge.

Tellman: Specialized knowledge.

Russell: Create a system. Take action. Let me tell you the story of how this works. I had decided that I wanted to start doing some cool search engine stuff, so I started doing some studying. I actually hired a couple of people to do some study, and I started learning all this cool search engine stuff.

I thought, "Oh, great!" Then I thought, "Doing search engine stuff is not very fun. You have to do linking, which is the most boring job and task in the world. To get in the search engines, the most boring stuff in the world is what you have to do. I got this specialized knowledge and I understand how it works, but I don't want to do it.

What I'm going to do is I'm going to create a system." What we did is we started creating a system. We created little videos that trained people at Agents of Value on exactly how to link. We made a whole bunch of videos. Here's how you do directory submissions, how to do video submission, how to do article submissions, how to do link exchanges, and all this stuff.

I made, I don't know, 10 or 15 different videos training people how to do link exchanges. Then I went to Agents of Value and I hired a couple of people. Actually, I hired this one person for

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this job. In fact, her name is Joy, and I said, "Joy, here's the video to teach you how to link.

What I want you to do is I want you to take this keyword 'Internet marketing,' watch all these videos, and then do them all day long, every single day. That's what I did. I gave her the videos, gave her the keyword, and she went at it. She started doing this every single day.

Tellman: Hold on, hold on. When you say you hired her, are you saying you hired her on staff or are you saying you just send a check every now and again?

Russell: The way Agents of Value works is you basically hire them on staff. I pay \$500 a month for her and she works 40 hours a week.

Tellman: Five-hundred a month?

Russell: Yes.

Tellman: Forty hours a week?

Russell: That's the way it works at Agents of Value.

Tellman: That's absolutely amazing, so you're hiring her full-time, right?

Russell: Yes.

Tellman: But it's not like she's coming in to your office.

Russell: Yes. I've never seen her. I just talk to her probably once a month through Instant Messenger. If there's an update on how to do linking, I tell her that. Other than that, she just does it.

Tellman: Is that a contractor arrangement, or is she really on staff?

Russell: The way it works there is you sign a thing where they still work for Agents of Value, but they're assigned to your account and they're your full-time employee.

Tellman: So anybody could really do it.

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Russell: Yes, definitely. You can get anyone. That's how it works. Like I said, it cost me \$1,500 because it took Joy three months to get me on page one by just linking over and over and over again.

Tellman: Amazing.

Russell: Again, the key is you get specialized knowledge, create your systems, and then you get people to do it for you. It's not very difficult. That's kind of the key, so just out of curiosity—I did this a couple times when I spoke just to kind of see what people would pay—how much would you be willing to pay for those videos, just out of curiosity, Tellman?

Tellman: How much would I pay? I was just thinking, "I'm going to call Russell after this call." I'd pay \$5,000 for videos like that so I could get somebody rolling.

Russell: Yes, exactly. It's value. I don't sell them, so I'm sorry, but yes, those are valuable. Those things have been worth hundreds of thousands of dollars to me. We change them, we evolve them, but those videos are powerful. You guys can do the same thing: learn the stuff, create a system, and get other people to do the work for you.

Like I said, three months, \$1,500, and I'm making hundreds of thousands or more from that. We're building huge lists and all sorts of good stuff is happening because of that. It's pretty powerful. In fact, at the last seminar we did kind of an auction on the videos. We started at like \$100 and got to like \$3,000 or \$4,000.

At about \$3,000, people's hands started dropping down. I was like, "Do you guys not realize how this works? Let me explain this again."

Tellman: Yes, yes.

Russell: "You're paying \$11 a click for 400,000 searches, or you pay \$3,000 and you get it for free the rest of your life for any keyword you ever want. They were like, "Okay, okay," and everyone's hands went back up. It's powerful, but, again, we don't sell those.

I want to talk to you, and I want to kind of recap, because we're getting toward the end, some of this stuff, so you really get this stuff solidified in your mind. There is a formula to

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all this stuff. The formula is this: you need to get multiple streams of diversified traffic to build your list, multiple streams.

Then when you build that list, you communicate with that list through your attractive character. This is important. You can have a huge list, but you're not going to make money unless the people like you, unless you're using your personality with your list.

Build the list and then communicate with that list through the attractive character. You use short emails to drive them to the blog. The blog reviews different products. This is kind of a big key to psychology, too; if I sent them directly to a product website, they're going to end up, basically, like I'm trying to sell them something.

If I go to send you to a product review site, and on that product review site I'm reviewing the product and telling the pros and the cons and I'm really recommending it, that person after reading that little article or that review goes to the website in a completely different frame of mind. They go to that website as someone who's ready to buy.

We get conversion rates that are much higher than most people because they're going to a product review site first, and so we're framing that visitor to see the offer, and our conversion increases. Your blog review is framing your visitor for the actual offer.

Then you're going to get listed for the product name and the benefit in the search engines, and then you're going to start driving them with as many links back as possible. I want to show you a couple of case studies of how well this stuff works. This is a promotion we did for Dan Kennedy.

This is a free gift from Dan Kennedy. In fact, this is his widget. If you go through his sales funnel, he's doing the same thing as I'm doing. In fact, I model mine after his, but this is his. It's called 'The Greatest Free Gift Ever.' It's a \$30 thing, he gives you a bunch of CDs and books, and after that he puts you on his continuity program.

I promoted this through my blog from that. You see right here our sign-up. We have 608 sign-ups; this was as of April 30th, and we're a lot more than that now that we're in June. I think we're at around 750 or so sign-ups now, but at the time we had 608

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sign-ups. I'm making 40% commission on this, which is the equivalent of \$9,720 a month, or \$116,000 a year residual.

I did one blog post and it gave me a \$116,000-a-year raise, so this stuff does work. Case study number two: I don't do a lot of stuff in ClickBank, but I found these two products I liked, so I did a little product review and threw them on my blog, and then I added them to my follow-up series.

I didn't promote them directly; I just added them to my follow-up series on my email list. They're the only two ClickBank products I promote, and here are my ClickBank checks. This isn't huge; a lot of people have bigger ClickBank checks than this, but this isn't too bad for reviewing two products and adding them into your follow-up series.

We got \$20,000 there in two weeks or so from ClickBank, so there is another case study of how this stuff works. Again, because we're listed in the search engine with the keywords now, we keep getting more and more traffic and more and more sales from them.

The next thing is www.PayDotCom.com. There are a couple of products in PayDotCom that we review in our blog. If you look here—this is from, I believe, April also—we're making about \$400 to \$500 a day. In the last three days, we've had \$19,798 dollars, so about \$20,000 that month from a couple of products we reviewed in PayDotCom. Here are some checks we got.

My secretary didn't copy these in color because my name is on there; they're real checks, they're ClickBank checks. Here are a bunch of other ones. Here are a couple of checks if you can see them. One's from ClickBank. One's from another affiliate I'm with. Both of them are about \$5,000.

All of this stuff is from this type of thing. I reviewed a product, I'm sending the keywords, I'm focusing them back to our linkers, they're linking to them, and the cycle keeps going. I'm not spending a lot of time on this stuff. The key is not how much money I'm making.

When it's all said and done, it doesn't matter how much money I make with this stuff. The key is you guys, how much you're going to make with this, right? When it's all said and done, that's what's going to matter, so I want you guys to understand that. The key for you guys is a couple of things.

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First off, you need to get specialized knowledge. You've heard this before. You need to create a system, and you need to take action. That's it. Get specialized knowledge, create a system, and take action. Here is a picture of me. These are some checks we sent out to our affiliates. We send out hundreds of affiliate commission checks every single month.

I want to start sending checks out to you guys. I want other companies to send checks out to you guys. This is exciting. Every check I write out gets me excited, because I know that that affiliate is making some money, and they're going to be more motivated to come back and promote again in the future. So it's very important to me that this stuff is working for you guys.

Tellman asked me honestly, he said, "Look, if you've got something that's going to help benefit people, if people like your webinar and there is something that's going to benefit them, please offer it to them." So I've put together a package that I wanted to create for you guys just to kind of help take you to the next step.

This is just if you're interested in learning more and really taking this Affiliate Evolution stuff and making it into a full-time income. I'm actually going to do a couple of things. The first thing we're going to do is Stu McLaren and I are putting on a two-day Affiliate Appreciation Workshop. It looks like we're still finalizing the dates.

I think it's going to be at the end of October, I believe, or the beginning of November, or sometime in there. It will be a two-day affiliate workshop. If you guys want to come to that, you can come for free. I'm giving you two tickets for that to anyone who invests in the Affiliate Evolution package tonight.

That right there is about a \$3,000 value. We'll be selling tickets to the seminar for about that same price. You will get a ticket for you and a partner to be able to come to Stu's and my Affiliate Appreciation Workshop. The next thing we put together is an Affiliate Bootcamp Home Study Program.

It consists of a couple of things. It's got six DVDs. One of our DVDs teaches pay-per-click. One teaches search engines. One teaches list building. We go into really, really deep detail on all these different types of things we talked about today.

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I was only able to briefly touch on a lot of this stuff, but we get really in-depth on this stuff on all these DVDs for everybody, so you get the DVDs. In fact, one of our affiliates—we call him our '\$60,000 a month pay-per-click affiliate'—he does a whole presentation on how he's making so much money in pay-per-click.

He's just one of these underground affiliates who makes a killing doing pay-per-click stuff and he tells exactly how he does his system, so the DVD is really, really powerful. A year ago, I did an Affiliate Bootcamp Teleseminar series, and we had over 25 hours of audio from the best affiliate marketers in the world.

You can get all those on MP3s that you can hook into your iPod and listen to while you're running, while you're driving to work, whatever it might be. We'll also give you guys a copy of our Affiliate Squeeze software so you can make your own squeeze pages. Also, for a few people, I've got a couple of copies of the How to Make a Potato Gun DVD.

We'll put one of those into the package so you can learn how to make a potato gun the way that we do it, the right way. Hopefully, that will be appealing to you guys. The total value of this is about \$4,288. A lot of people, when we talk about this, first off, they get excited and say, "Hey, Russell, I'm really excited and I want to learn this stuff."

I'm sure you guys have heard the whole thing about, 'You teach a man to fish, you feed him for a lifetime. You give a man a fish, you feed him once' type of thing. That whole course is basically like me teaching you how to fish, but there are a lot of things when I give people that course and they say, "It's just great. I want to learn that, but I also want you to just give me the darn fish," so this is my Give-Me-The-Darn-Fish bonus.

I'm going to give you guys a bonus. One thing we're doing right now is we're creating a system called Affiliate Evolution. It's a replicated site with—actually, we've updated now—seven residual income streams built into it. The site is almost finished. All you do is you take this site, you promote it.

We will follow up with your visitors; we'll teach them, we'll train them, we'll sell them on product, and you get commissions on all of them. From seven residual income programs, you guys will make affiliate commissions on it from the Affiliate Evolution website, so this will be one bonus you will get.

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The next bonus is I launched a membership site called Affiliate Landmines a little while ago, a great membership site. We allowed a few people, actually, to do a reseller, where they get 500 memberships to a site, and they can go resell them, keep all the profit, and charge \$19 a month to a membership site.

We stopped selling this a while ago, but for anyone on this call who does decide to invest, you will get 500 memberships for my membership site that you can resell. You have 500 of them. You can sell them for whatever price you want. Sell them and make a whole bunch of money with that.

The average price most people sell it for is \$19.95 a month, so if you sell all 500 of them at \$19.95 a month, that's \$10,000 a month that you can start making from that. This is a gift that's just going to give you guys the fish, so Boom! You're ready to go. Again, here's just a recap of everything you get.

You get access to the two-day seminar with Stu and me. You get a copy of the Affiliate Bootcamp Home Study Course that comes with six DVDs, 25 hours of audio. You get Affiliate Squeeze software, you get a copy of my How to Make a Potato Gun DVD, you get 500 Affiliate Landmine bulk memberships to resell where you keep all of the recurring profit, and you get access to our Affiliate Evolution replicated residual income website, okay?

The total value now is \$5,728, but I wanted another bonus. When I was talking to you guys about some of the residual income stuff today, I hope that you guys got excited. I know that it gets me excited. In fact, one thing that I started is we are doing a private coaching course with about 20 of our clients who are top clients, teaching them how to build residual income.

We actually had the very first training call today. We've got five more calls teaching how to build residual income. We're teaching how to do it through print newsletters, how to do it through online membership sites. In fact, I launched an online-membership site last week in a niche that I don't have a list in. It's actually in the real estate market.

I don't have a list, I don't have a name, I don't know anything about real estate, but I launched a membership site that's \$40 a month. In the first week, we have over 800 members in there. I think we had 823 this morning when I checked. I'm doing this stuff in other niches besides this one. We're making a ton of money in residual income stuff.

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We have software program residual income, network marketing residual income, and we're training on all this during our call series. I'll show you again that there are six teleseminars talking about print newsletters, online membership sites, recruiting/billing software products, network marketing online, sign-up, conversion and attrition control secrets, and how to get others to do all the work for you.

This is a \$1,700 course we're doing right now. Like I said, we had the first call today. For those who order, I'll give you the recording of today's course and sign you up for all the future teleseminars we're doing over the next six weeks, also. This is the residual income training bonus. This teaches you exactly what we're doing to make all of our residual income.

Like I said, just from our print newsletter we're making right now over \$1.5 million a year, and some of these other ones are making pretty close to that. That's some pretty exciting stuff. Hopefully, you get excited. I have another bonus, which is access to that entire training call series.

Again, you get access to the two-day seminar with Stu and me. You get a copy of our Affiliate Bootcamp Home Study Course, which has six DVDs plus 25 hours of audio. You get our Affiliate Squeeze software. You get a copy of my How to Make a Potato Gun DVD. You get 500 Affiliate Landmine bulk memberships and resale rights to those.

You get our Affiliate Evolution replicator site. You get access to our 'Multiple Streams of Online Residual Income' training call, with a total value of \$7,482, but there's one other thing Tellman asked me to do, which I'm going to do for a couple of people today. The first 20 people who order today, I'm going to actually give you access to my Outsource Incubator videos.

Those are the exact same videos that I train my outsource workers out of. Those videos are worth thousands. I'm putting a price value here of \$3,997, but they're worth a lot more than that. The first 20 people who order, I'm going to give you access to those videos. Those videos aren't pretty. Those videos are not produced professionally.

They were never meant to be. It's me or it's one of my guys who works for me with a Camtasia video walking through exactly how to do it. They're not pretty, but they work. They got me on page one for 'Internet marketing' in three months. They got me on

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page one for thousands of other keywords we were focusing on in tons of different niches.

We're building huge lists in all these niches because of these videos. These videos work, and I will give access to the first 20 people. You will get a DVD that has access to all these videos on them. That's a very special bonus of \$3,997 value. The total value now of everything is \$11,479. We're giving you a special price of \$1,997.

In fact, I'm going to lower it even more. I'm going to open my PowerPoint slide and change this for your guys, Tellman. We're going to make this \$1,497. I'm going to knock off \$500.

Tellman: The videos alone are worth way more than that. This is fricking awesome!

Russell: There's your special deal. We'll do it for \$1,497. Like I said, the first 20 people who order will get access to the videos, and if you want to take advantage of this, the order form is at www.UltraMarketingMarathon.com/evolve. That's what I have for you. Tellman, do you have any other questions or comments you want to put out?

Tellman: Wow. This is absolutely awesome. You go down through how to drive traffic so that you can start building your list. You give people specific products that they can turn around and sell for themselves and keep 100% of the profit. You even talk about how people can market other people's products so that you can do exactly what you need to do.

You went through step-by-step-by-step exactly how to find what to promote, what markets to go into. The www.SEOMoz.org thing alone was worth the entire call. The exact system that you just went through is absolutely phenomenal. People are just writing in saying, "Thank you so much for all these different things that you've taught, and the different principles."

This has been absolutely awesome. The amount of content that you covered was through the roof. I don't know what to say. The system that you have here is very, very powerful.

Russell: Thank you very much. I appreciate it. It's something, like I said, that we've been testing and fine-tuning over the last five years, and it's something that's powerful now. We're going out in all these other industries now, and we're replicating this exact system.

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We're doing amazing in things like the real estate thing. We launched the initial membership site a week ago, and we're already over 800 members. We're doing this now in the marriage-and-family-counseling niche. We're also doing it in the health-and-fitness industry, and we're doing the exact same things because the system works.

It doesn't matter what you're doing, the system works over and over and over again, and it's going to work for you guys. We've done all the ground work. We've created the videos, we've created the training, we've done all the work for you, so you just plug into it. All we talked about with getting specialized knowledge, I'm giving you the specialized knowledge.

We talked about creating a system? I'm giving you my system. All you have to do is take action. If you take action, you cannot fail. Again, that's the name of the game. I appreciate you having me on the webinar. I appreciate everyone spending time with us today. I think we had a good time and learned a lot of good stuff and had fun.

Again, if you guys want to take action, for the first 20 people, and I've seen orders already coming through on my other computer here, I'm not sure how many will be left of the first 20, go to www.UltraMarketingMarathon.com/evolve to get access to those videos. After 20, we have to cut them off. I can't give them out to everybody because of Stu.

Those kinds of things can come back to bite you if too many people have them, so again, for the first 20 people at www.UltraMarketingMarathon.com/evolve, you get the videos. Again, Tellman, I appreciate you hanging out with me tonight. I had a lot of fun.

Tellman: So did I. Thank you so much, Russell. Rock and roll. Again, I appreciate it more than words can express.

Russell: No problem.

Tellman: Thanks, man.

Russell: Yes, we'll see you.

Tellman: Goodbye.